In the Claims:

Please amend the claims as follows:

1. (Currently amended) A method of forensic digital watermarking comprising:

receiving a media content signal;

selecting an orientation for a forensic digital watermark to be embedded in the content signal, wherein the forensic digital watermark [~~carriers~~] carries a message that identifies a receiver to robustly associate the content signal with the receiver, the orientation specifies a mapping of elements of the message to a pattern of samples in the media content signal, and the receiver selects the orientation from a set of allowed orientations that each map the elements of the message to a different pattern of samples of the content signal;

embedding the forensic digital watermark signal at the selected orientation in the content signal; wherein the embedding applies a different orientation for different instances of embedding the message by selecting a different orientation from the set of allowed orientations, different receivers have different forensic digital watermarks, and allowed sets of orientations are assigned to the different receivers to reduce interference between overlapping forensic digital watermarks embedded in the content signal by different receivers.

2. (Previously presented) The method of claim 1 wherein the orientation is randomly selected from the set of allowed orientations for each instance of embedding the digital watermark such that the orientation of the digital watermark varies for content signals processed in the receiver, the receiver embedding the forensic watermark into the content signals to robustly associate the content signals with the receiver.

3. (Previously presented) The method of claim 2 wherein the orientation specifies a randomly selected pattern of time segments of the content signal.

4. (Previously presented) The method of claim 2 wherein the orientation specifies a randomly selected pattern of frequency bands of the content signal.

5. (Previously presented) The method of claim 2 wherein the orientation specifies a randomly selected pattern of spatial locations of the content signal.

6-8 (Cancelled)

9. (Previously Presented) The method of claim 1 including:

attempting to detect a digital watermark in the content signal;

and in response to detecting the digital watermark, embedding the forensic digital watermark at an orientation that does not interfere with the digital watermark.

10. (Previously presented) A method of forensic digital watermarking comprising:

receiving a media content signal;

attempting to detect a digital watermark in the content signal;

in response to detecting the digital watermark, embedding a forensic digital watermark at an orientation that does not interfere with the digital watermark, including selecting an orientation for the forensic digital watermark signal to be embedded in the content signal based on the digital watermark;

embedding the forensic digital watermark signal at the selected orientation in the content signal; wherein the forensic digital watermark identifies a receiver to enable use of the forensic digital watermark to track the content signal to the receiver, different receivers have different forensic digital watermarks, and the orientation is selected so that the orientation varies for different receivers to reduce interference between overlapping forensic digital watermarks embedded in the content signal by different receivers.

11. (Previously presented) The method of claim 10 wherein the orientation is randomly selected from allowed sets of orientations associated with the different receivers.

12. (Previously presented) The method of claim 11 wherein the orientation specifies a randomly selected pattern of time segments of the content signal.

13. (Previously presented) The method of claim 11 wherein the orientation specifies a randomly selected pattern of frequency bands of the content signal.

14. (Previously presented) The method of claim 11 wherein the orientation specifies a randomly selected pattern of spatial locations of the content signal.

15-20 (Cancelled)

21. (Previously presented) The method of claim 1 wherein the receiver selects the orientation as a function of a local variable in the receiver.

22. (Previously presented) The method of claim 21 wherein the local variable comprises time or data.

23. (Previously presented) The method of claim 21 wherein the local variable is input to a pseudo random function for selecting the orientation.

24. (Previously presented) A method of forensic digital watermarking comprising:

receiving a media content signal;

generating an orientation for a forensic digital watermark to be embedded in the content signal, wherein the forensic digital watermark carriers a message that identifies a receiver to robustly associate the content signal with the receiver, the orientation specifies a mapping of elements of the message to a pattern of samples in the media content signal, and the receiver generates the orientation as function of a local variable in the receiver;

embedding the forensic digital watermark signal at the generated orientation in the content signal; wherein the embedding applies a different orientation for different instances of embedding the message by using the local variable to generate a different orientation, different receivers have different forensic digital watermarks, and different orientations are generated in the different receivers based on unique information associated with the different receivers to

reduce interference between overlapping forensic digital watermarks embedded in the content signal by different receivers.

25. (Previously presented) The method of claim 24 wherein the local variable comprises time or data.

26. (Previously presented) The method of claim 21 wherein the local variable is input to a pseudo random function for generating the orientation.

27. (Previously presented) The method of claim 21 wherein the unique information comprises embedder identifiers assigned to the different receivers and used to generate different patterns of samples to which the elements of the messages are mapped.